PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Linda Latif

DATE: January 9, 1990

FROM: Nancy Pilotti

SUBJECT: BUCKS DIRECT MAIL

Enclosed are two (2) artboards for the Bucks Direct Mail project. There will be one carrier and one mailer.

The elements memo and assembly fulfilment forms have not yet been completed. However, we anticipate a quantity of about 30,000 carriers. Each carrier will hold one lights and one full flavor king size pack.

There will be a letter with coupon attached which will be supplied by the agency.

Please call to discuss.

NAP:egb
Enclosure

cc: F. Ajamian
D. Dudley
A. Goldfarb

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Source: https://www.industrydocuments.ucsf.edu/docs/xtvk0004